

AMENDMENTS TO THE CLAIMS

Please amend the Claims as follows:

1. **(Currently Amended)** An article of manufacture comprising a computer user medium having computer readable code embodied thereon which provides a method of insuring purchased distributed digital content for a consumer of said purchased digital content, said method medium comprising:
 - (a) computer readable program code receiving an indication a consumer has purchased content insurance on specified purchased digital content distributed via communication networks, said content insurance insuring said consumer against loss of said specified purchased digital content;
 - (b) computer readable program code maintaining information identifying said consumer and indicating said consumer has purchased content insurance on said specified purchased digital content;
 - (c) computer readable program code receiving an indication said consumer has made a claim to recover lost digital content from said consumer;
 - (d) computer readable program code verifying said lost digital content is the same as said specified purchased digital content for which said content insurance was also purchased;
 - (e) computer readable program code enabling transmitting said consumer to receive a new copy of said specified originally purchased digital content in (a) to said consumer via said communication networks.

2. **(Currently Amended)** The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 1,

wherein said new copy of ~~said specified originally purchased~~ digital content is in the same format as said lost digital content.

3. **(Previously Presented)** ~~The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 1,~~ wherein said content insurance further allows said consumer to upgrade said specified purchased digital content to a new encoding format.

4. **(Currently Amended)** ~~The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 3, said method medium~~ further comprising:

computer readable program code receiving an indication said consumer has made a claim to upgrade digital content to a new format;

computer readable program code verifying said digital content to be upgraded is the same as ~~said specified originally purchased~~ digital content in (a) for which said content insurance was also purchased;

computer readable program code enabling said consumer to receive transmitting a new copy of said specified originally purchased digital content of (a) encoded in a new encoding format via said communication networks.

5. **(Currently Amended)** ~~The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 4, said method medium~~ further comprising:

computer readable program code charging said consumer an amount for said new copy of said specified purchased digital content encoded in a new encoding format originally

purchased digital content of (a) in a new encoded format which is a fraction of the price for a new purchase of said specified purchased digital content in said new encoding format.

6. **(Currently Amended)** The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 5, wherein the terms and conditions of associated with said content insurance includes any of: a limited number of format upgrades or a limited time for which upgrades are available with the option of renewal.

7. **(Currently Amended)** The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 1, wherein said content insurance was purchased at a cost which is a fraction of the price of said specified purchased digital content.

8. **(Currently Amended)** The article of manufacture of A method of insuring purchased distributed digital content for a consumer of said purchased digital content, as per claim 1, wherein the terms and conditions of associated with said content insurance includes any of: restrictions on the number of claims that can be filed, payment of a deductible for a claim, requiring disclosure of private information by said consumer when making a claim, or having a limited term with the option of renewal.

9. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, said method comprising:

receiving a request from said consumer to purchase said content insurance on digital data representative of specified digital content;

storing information uniquely identifying said consumer and specified digital content for which said content insurance is purchased;

receiving a request from said consumer to retrieve digital data representative of specified digital content;

determining if said requested specified digital content is the same as said specified digital content for which content insurance was purchased, said determination made utilizing said stored information, and

wherein, when said requested specified digital content is the same as said specified digital content for which said content insurance was purchased, said consumer is allowed to retrieve said requested digital data of specified digital content.

10. (Withdrawn) A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 9, wherein said request to purchase said content insurance is received when said consumer purchases said specified digital content.

11. (Withdrawn) A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 9, wherein said request to purchase said

content insurance is received at a time different than when said consumer purchases said specified digital content.

12. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 11, said method further comprising:

receiving a list of digital content purchased by said consumer, and
preventing said consumer from purchasing insurance on digital content not contained within said list.

13. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 12, wherein said list is generated by client software located at said consumer.

14. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 13, wherein said client software allows manipulation of purchased digital content encrypted utilizing personalized encryption.

15. (**Withdrawn**) A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 11, said method further comprising:

generating a voucher for said requested digital data representative of specified digital content, said voucher allowing said consumer to retrieve said requested digital data of specified digital content.

16. (**Withdrawn**) A method of providing content insurance for distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replace said digital content in an original format upon loss of said digital content, as per claim 9, wherein requested digital data representative of specified digital content is in a different format than that originally purchased.

17. (**Withdrawn**) A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, said method comprising:

receiving a first electronic receipt generated by said merchant, said first electronic receipt identifying digital content for which said consumer has requested retrieval;

comparing said digital content identified by said first electronic receipt to said information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance, and

wherein when said comparison indicates said digital content identified by said first electronic receipt is the same as digital content for which said consumer has purchased said content insurance, said consumer is allowed to retrieve said digital content identified by said electronic receipt.

18. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, as per claim 17, said method further comprising:

receiving a second electronic receipt, said second electronic receipt including information uniquely identifying said consumer and purchased digital content and including an indication insurance has been purchased for said purchased digital content;

storing said information uniquely identifying said consumer and purchased digital content based upon said indication insurance has been purchased for said purchased digital content, and

generating a voucher for said purchased digital content, said voucher allowing said consumer to retrieve said purchased digital content.

19. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, as per claim 18, said method further comprising:

generating a voucher for said specified digital content for which said consumer has requested retrieval, said voucher allowing said consumer to retrieve said specified digital content for which said consumer has requested retrieval.

20. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, as per claim 18, wherein said first and said second electronic receipts are transmitted to said clearing house from said merchant via client software located at said consumer.

21. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, as per claim 20, wherein said client software allows manipulation of purchased digital content encrypted utilizing personalized encryption.

22. **(Withdrawn)** A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, as per claim 18, wherein said requested digital content is in a digital format different from the digital format of said purchased digital content.

23. (**Withdrawn**) A method of providing content insurance for distributed digital content to a consumer of said digital content where said consumer has purchased said content insurance via a merchant and a clearing house maintains information uniquely identifying said consumer and digital content for which said consumer has purchased said content insurance via said merchant, as per claim 18, wherein said requested digital content is in the same digital format as that of said purchased digital content.

24. (**Withdrawn**) A method of providing a consumer with content insurance for distributed digital content in which a third party verifies information regarding content insurance purchased by said consumer, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, said method comprising:

receiving a request from said consumer to purchase insurance on specified digital content;

generating an electronic receipt, said electronic receipt including information uniquely identifying said specified digital content and an indication insurance has been purchased for said specified digital content;

transmitting said electronic receipt to said consumer;

receiving a request to retrieve said specified digital content, said request including said electronic receipt;

sending said electronic receipt to said third party, said third party verifying the authenticity of said electronic receipt and upon verification, said third party issues a voucher for said specified digital content, said voucher allowing said consumer to retrieve said specified digital content, and

transmitting said voucher to said consumer.

25. **(Withdrawn)** A method of providing a consumer with content insurance for distributed digital content in which a third party verifies information regarding content insurance purchased by said consumer, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, as per claim 24, said method further comprising:

receiving said voucher at a content provider from said consumer;

verifying said voucher, and

upon verification, allowing said consumer to retrieve said specified digital content.

26. **(Withdrawn)** A method of providing a consumer with content insurance for distributed digital content in which a third party verifies information regarding content insurance purchased by said consumer, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, as per claim 24, wherein said electronic receipt is digitally signed by a merchant utilizing a private encryption key unique to said merchant.

27. **(Withdrawn)** A system for securely providing a consumer with content insurance for digital data representative of digital content purchased by said consumer, said insurance allowing said consumer, at a later time, to replace said digital data upon loss or to upgrade said digital content to digital data having a different format than that of said digital data originally purchased, said system comprising:

client software located at said consumer, said client software allowing manipulation of said purchased digital content encrypted utilizing personalized encryption; an insurer, said insurer maintaining a policy of all content insurance purchased by said consumer, and

wherein said client software receives an electronic receipt from a merchant, said electronic receipt identifying digital content which said consumer has purchased and including an indication said consumer has purchased insurance for said purchased digital content;

said client software transmitting said electronic receipt to said insurer, said insurer adding information identifying said digital content identified by said receipt to said policy based upon said indication said consumer has purchased insurance for said purchased digital content, said insurer transmitting a voucher for said purchased digital content to said client software;

said client software transmitting said voucher to a content provider and upon verification of said voucher by said content provider, said client software retrieves said purchased digital content.

28. (**Withdrawn**) A system for providing content insurance for electronically distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, said method comprising:

an insurance agent,

said insurance agent receiving a request from said consumer to purchase said content insurance for first electronically distributed digital content;

said insurance agent receiving a request from said consumer to retrieve second electronically distributed digital content;

an insurer,

said insurer storing information uniquely identifying said consumer and said first digital content for which said content insurance is purchased;

said insurer, in response to said request to retrieve said second digital content, determining second digital content is the same as said first digital content for which said content insurance is purchased, said determination made utilizing said stored information, and

wherein, when said second digital content is the same as said first digital content, said consumer is allowed to retrieve said requested digital data of specified digital content.

29. (Withdrawn) A system for providing content insurance for electronically distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, as per claim 28, wherein a merchant of said first digital content acts as said insurance agent and said insurer.

30. (Withdrawn) A system for providing content insurance for electronically distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, as per claim 28, wherein a merchant of said first digital content is said insurance agent and a clearing house maintaining information on all content insurance purchased by said consumer is said insurance agent.

31. **(Withdrawn)** A system for providing content insurance for electronically distributed digital content to a consumer of said digital content, said insurance allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, as per claim 28, wherein said insurer additionally acts as said insurance agent.

32. **(Withdrawn)** An article of manufacture comprising a computer user medium having computer readable code embodied thereon which provides content insurance for distributed digital content to a consumer of said digital content and allowing said consumer, at a later time, to upgrade said digital content to a new digital format or replacing said digital content in an original format upon loss of said digital content, said computer program code comprising:

computer readable program code receiving a request from said consumer to purchase said content insurance on digital data representative of specified digital content;

computer readable program code storing information uniquely identifying said consumer and specified digital content for which said content insurance is purchased;

computer readable program code receiving a request from said consumer to retrieve digital data representative of specified digital content;

computer program code determining if said requested digital data representative of specified digital content is said digital data of specified digital content for which said content insurance was purchased, said determination made utilizing said stored information, and

computer program code allowing said consumer to retrieve said requested digital data of specified digital content when said requested digital data representative of specified digital content is said digital data of specified digital content for which said content insurance was purchased.